

## The Image as an Initial Element of the Cognitive Understanding of Words

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**Abstract :** An analysis of word semantics focusing on the invariance of advanced imagery in several pressing problems. Interest in the language of imagery is caused by the introduction, in the linguistics sphere, of a new paradigm, the center of which is the personality of the speaker (the subject of the language). Particularly noteworthy is the question of the place of the image when discussing the lexical, phraseological values and the relationship of imagery and metaphors. In part, the formation of a metaphor, as an interaction between two intellectual entities, occurs at a cognitive level, and it is the category of the image, having cognitive roots, which aides in the correct interpretation of the results of this process on the lexical-semantic level.

**Keywords :** image, metaphor, concept, creation of a metaphor, cognitive linguistics, erased image, vivid image

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